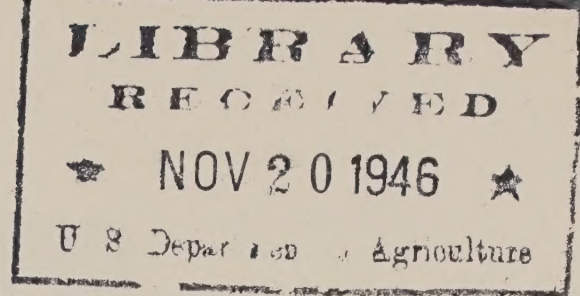


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.

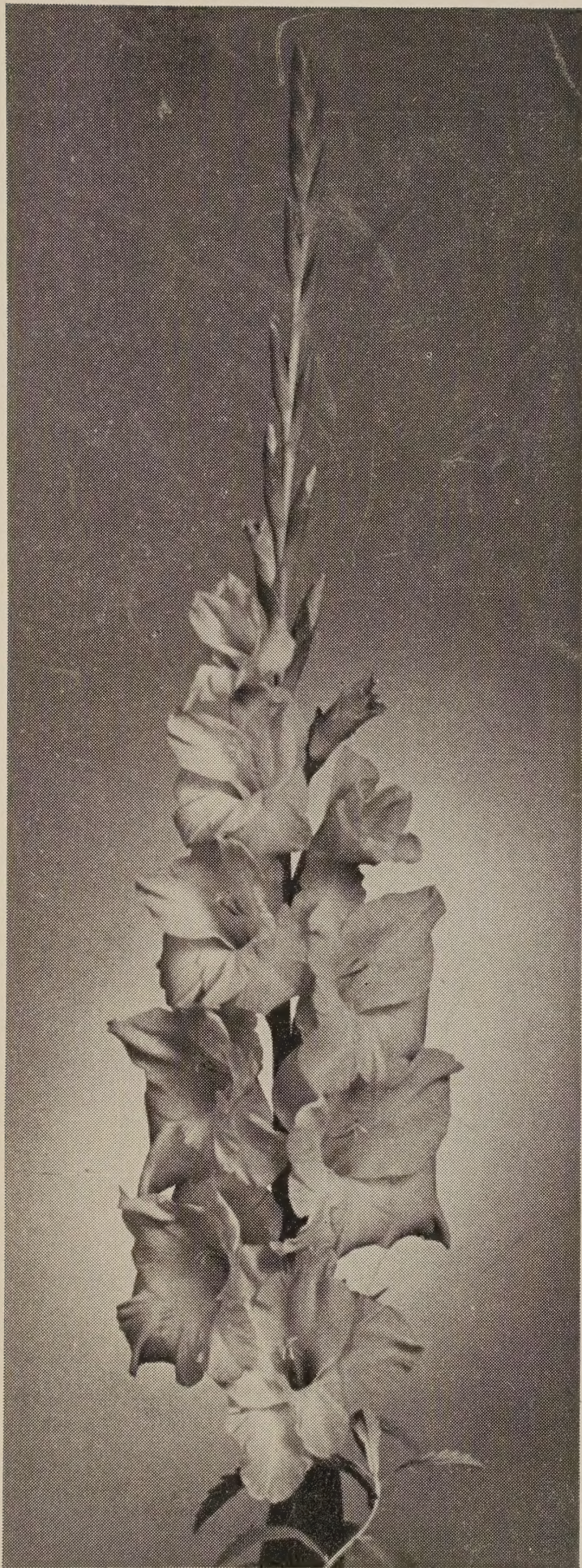
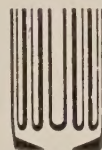






# 1947 RELIANCE GARDENS

The Original Home of  
**COLOR MARVEL**  
**WAX MODEL**  
**MISS WISCONSIN**  
**BADGER BEAUTY**  
**TRALEE**



*Tralee*

WALTER C. KRUEGER  
657 E. WASHINGTON ST.  
OCONOMOWOC, WISCONSIN





*Miss Wisconsin*



Dear Glad Friend:

Again it is a pleasure to send you my 1947 list of gladiolus, which features the Krueger varieties, and which is supported by larger stocks of other fine gladiolus.

It is a privilege to thank my 1946 customers for more and larger orders, and for their expressed appreciation of both the service given, and the quality of stock received

The 1947 list presents a few novelties and exhibition gladiolus, but the emphasis is placed on varieties with cut-flower possibilities.

Wholesale prices are gladly quoted to those who are entitled to them.

### BUSINESS TERMS

Minimum order \$2.00. Retail orders are prepaid. Wholesale orders F. O. B., Oconomowoc. Overcount or extras with all retail orders. 10% cash discount on all retail orders paid for in full prior to December 15, 1946. Payment in full before shipment.

I aim to send out only healthy bulbs, true to name, and will cheerfully refund the purchase price on any order found unsatisfactory on receipt, and promptly returned; but no guarantee of growth is implied in the sale (careless usage of chemical dips and sprays make this mandatory) nor will I be responsible for the crop. All orders are placed with the above conditions accepted by the purchaser. All orders are accepted subject to stock crop and subject to prior sale.

No bulblet orders are solicited nor accepted after April 1, 1947, for spring shipment.

Flowers and bulbs are inspected by the State Department of Agriculture.

This price list cancels all previously published retail prices, and voids any heretofore announced prices or price policies.

Signed,

WALTER C. KRUEGER

---

### GENERAL REMARKS

It is the business of Reliance Gardens to sell bulbs, and to do so by proven sound business practice and ethical business conduct. To this end varieties need be found among the seedlings, or stock purchased to give you the buyer, finer floral beauty, service, and honest value. These varieties are found listed in this 7th retail listing, based on a growing experience of 17 years and 15 of hybridization and show competition.

The facilities of Reliance Gardens are not such, either by available help, or acreage, to grow every glad, nor to follow those grown to the "bushel of bulblets" quantities, hence it remains a small business, and in its scope, primarily coming commercials, tries to serve you.

While crop rotation has been followed (except for the practice of exposing seedling stocks to infested conditions) a land area has been purchased to make possible the growth of better bulbs with less expenditure of energy.

The following criteria are used to evaluate seedlings, (yours or mine, named or otherwise) are (1) beauty of color and form (2) health, (3) propagation, and (4) field habits. The florist, the ultimate user of the product, and the grower, who produces the bloom determine the worth of any variety of gladiolus.

---

### VARIETY COMMENTS

Of the glads of recent introduction the following varieties seem to stand out as great commercial prospects: Christine for its earliness, size, and white color; Wax Model for its classic charm and fine performance; Alcan, a 1947 introduction. In cream tones, Oriental Pearl and the smaller Parma. Gratitude and Orange Gold look promising in the orange color class. Scarlet Tarawa has great possibilities. While the not new Bridesmaid is a real great, a superb performer in adverse or good conditions. Madeline Brown, very much like Picardy in color, is a great glad. It makes stretchy spikes in adverse growing conditions. Pioneer is the third salmon of real promise. Salmon scarlet color is well cared for by Prairie Beauty and Dieppe. The later reminds one of the older Pfitzer's Triumph. It is excellent. Nowadays in a shade between rose and deep salmon is a great commercial.



The bluish tone pink Crescendo is very good. Miss Vermont in blush lavender rose is really a new color and a fine performer. Put Lady Luck in your "must have" list, beautiful peaches and cream color, and a consistent performer. Connecticut Yankee is great. Martha Deane offers a yellow of excellent color sheen and height. Abigail, Crown Orchid, Huntress and Lavender Prince form an excellent lavender quartet. Fuchsia Belle has an outstanding color in artificial light, Miss Wisconsin is tops in rose shades.

A broader view resume of the color classes is also in order.

Leading Lady and Silver Wings are great glads. Heavenly White with its blue white color performs very well. Llona in smaller sized flowers is fine for floral work. Mt. Index offers a white with a yellow (not cream) throat. It looks very good.

Oriental Pearl is the best cream introduction in many a year. It with Lady Jane, and White Gold, for the early flowers makes a fine trio, which with Corona give variety of choice to the grower. Parma introduced as Purple Heart, bids fair for commercial consideration. Bonnie Jeanne and Exclusive are superb flowers for the glad fans.

Spotlight, yellow with a scarlet blotch, is in justifiable great demand. Martha Deane, while not startling, is a great yellow. Van Gold is fine for early bloom, and noteworthy for its deep yellow color. Crinkle Cream is a very satisfactory yellow. Golden State is perhaps the greatest exhibition variety in this color class, and shows some promise of being a commercial variety. Oregon Gold is fine where its late season does not handicap it.

Color Marvel, a glorified Nuthall, and Diane rule the orange color group as to color. The former together with Gratitude and Orange Gold, the most promising of the newer ones in this class make this color section stronger. Lantana is a good commercial. Kestrel will appeal to the size worshippers.

The scarlet Color class contains two fine glads Stoplight and Dieppe. Firebrand and Intruder are very promising. King Bee is a real attention getter.

Red Charm is still tops in this class if availability is considered. Hawkeye Red looks to have merit. Black Diamond, a black red, appeals to the florists. Tarawa has class. Red Rascal and Revlon are good.

Purple Supreme still looks good. It apparently cannot do its best in excessively humid weather. Fuchsia Belle will appeal to the florists. Lancaster is a rival of King Lear.

In rose red, Burma is well received for its giant size and ruffled florets..

Miss Wisconsin is the choicest rose colored gladiolus. Tralee in pale rose with its fine spikes and excellent habit from the florists point of view, is a real commercial. Both will be grown for many years. Francis Irwin, a medium rose, and with a darker blotch is in better supply. Crescendo, classed as a rose is a very fine gladiolus. In rose pink, Dream Girl is in a class by itself. A beauty for the fancier and showman, and a great commercial for any one who has enough bulbs of it.

Badger Beauty, Elizabeth the Queen top the older lavenders. Abigail with its many open large florets is very promising, as is Huntress, which combines earliness with great bloom bulk. Crown Orchid did very well from small sized bulbs. Lavender Prince in a darker shade of lavender is excellent. Hoosier Lady, with its round ruffled florets will please many cut flower producers. Miss Vermont, of excellent habit, and pale lavender rose florets is great. Minstrel is big enough to please any size fan.

Blue Lagoon and Blue Ice both look promising. The former is a dark violet, and the later a light violet.

To name the best of the salmon colored group is indeed difficult, Bridesmaid, Pioneer, Madeline Brown, Dream Castle and Prairie Beauty are tops or very near the top. Exemplar in smaller floret size is good. Summer Gal has fine color, and after more are grown it may easily turn out to be the best. Ogarita is a fine late variety. Brittany looks good. Pink Picardy is good.

The pink color section is loaded with great glads. Variation, Pink Paragon and Pink Radiance ask no favor of growing conditions, and their long spikes please the florists. Ethel Cave Cole and Criterion are not far behind. Plenty of competition will come from Susannah, Chantilly, Bengasi, Pink Charm and Yankee Lass. Lady Luck, a sport of Picardy will certainly be one of the top light pinks. Lady Boo is fine. Connecticut Yankee has been fine here for three years. Cover Girl will please the size fan.

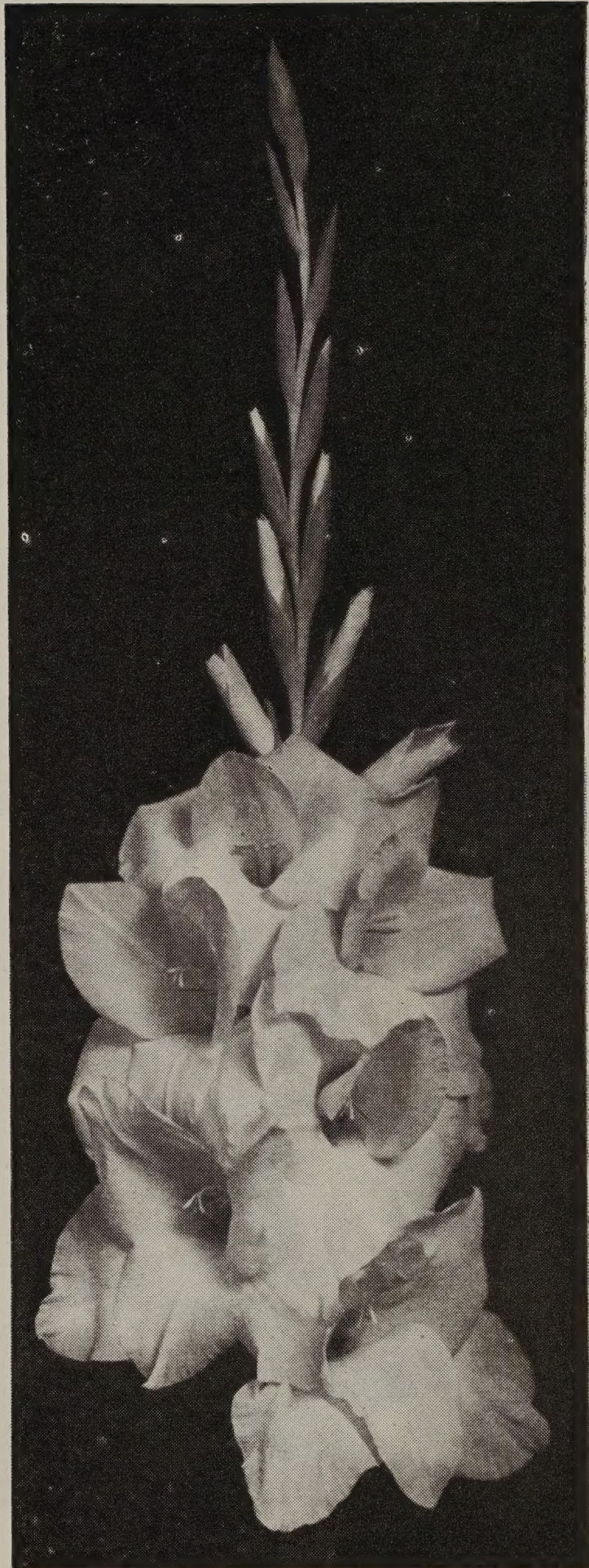
Reliance Gardens entries were made at several 1946 shows, almost entirely as commercial displays, and seedling entries. The winning of displays was consistent. The American Home seedling winner, and Champion of the Wis. Seedling and N. I. show, and the largest floret at the Garfield Park show, the yellow purchased from Mr. Fred Beardmore will be introduced in the fall of 1947. Remember the seedling number 42-06. You will hear about this one.





*Mr. Fred Stevens, Marathon, N. Y.  
and  
Miss Wisconsin*





***Oriental Pearl***



## 1947 INTRODUCTIONS

**TRALEE**, (Krueger '47) Formerly seedling No. 645-11.

Tralee is an introduction for the cut flower producer and the florist. The glad fan may not like it. It is an introduction that will be grown for many years, because of its unique light rose color, health, consistency of performance, beauty of form, and satisfactory propagational qualities.

The color of Tralee would class it as light rose, a bit deeper on the petal edges. The throat has a small amber yellow mark of thumb nail size. It opens 6 to 8 florets of  $4\frac{1}{2}$  inch size on a long flower head of 26 to 30 inches, depending on cultural conditions. It carries 20 buds to the spike. It opens well in water and is a shipper.

Its bloom bulk, long spikes and many open florets, with much bud color, is excellent for floral work.

As glads grow these days, Tralee is a bit short of the average height of plants, but its spire type spike causes it to attain a height of 50 inches or better, depending on the water supply. Its propagation is not rapid nor slow. It is a 100% cutter.

The one fault that show fans will object to is the trait of showing some stem between floret rows, on some spikes, particularly on specimens grown from large bulbs. Florists will not object to this trait on the fine spikes of Tralee.

It blooms well from all sizes of bulb, and the bulblets germinate easily.

Tralee has no show record, for it decided to bloom on dates away from show dates.

It is an early variety.

Price each bulb, Large \$10.00; Med. \$7.50; Small \$5.00; no bulblets for sale at retail.

**SCULPTURED GOLD** Seedling No. 646-13

Scheduled for introduction this year it has been relegated to the discard list. Reliance Gardens was reluctant to make this decision in the face of the fact that seedling 664-13 was the healthiest gladiolus grown here. Perhaps its superb habits and health, heavy substance, and beautiful color will appear in its progeny which will open its florets wider and attain a size of more than  $3\frac{3}{4}$ ".

**ALCAN** (Woods—Janes '47)

500

I.

R.

The white color class has needed a giant to represent it, Alcan is a most worthy representative. It is the first introduction of Theodore Woods of Madison, Wisconsin. It has the enthusiastic support of Wisconsin's dean of gladiolus growers. Reliance Gardens finds it to be a worthy introduction. The color of Alcan is white, not paper white, but without a trace of cream, and with no throat marks. It is lightly ruffled. The plants grow to a height of 55" and produce flower heads of 25" length which carry 18 buds, six of which open at one time. It blooms in about 75 days. Its habits are good and it propagates well. It is a fine variety.

Price each bulb \$10.00, any size, no bulblets for sale.

**HIAWATHA** (H. Beardmore—Graff)

436

F.

P.

Reliance Gardens is privileged to sell a limited number of bulbs of this fine 500 scarlet that earned its exhibition spurs at Cleveland in 1946. It has a color that will give it commercial acceptance. The blooms show beauty of form as well as beauty of color.

Price each bulb \$10.00 of any size, no bulblets for sale.

**SPIC & SPAN** (Carlson—Puermer)

47

F.

R.

Spic and Span has created a sensation at 1945 and 1946 shows. Its long spikes and many open  $4\frac{3}{4}$ " florets, of a shade between salmon and pure pink, make imposing specimens admired by fans and sought for by florists. Its consistent performance and easy propagation make it a desirable commercial variety.

Its record on the show table speaks for the quality of Spic and Span.

A few of the major awards follow:

3 spike seedling champion—Wis. Seedling & N. I. Show '46.

Best basket (seedling) Wis. Seedling & N. I. Show '46.

Best seedling and Grand Champion—Empire State—Johnson City '45

Best seedling—Empire State—Whitehall '45

Best recent introduction—Garfield Park—Ill. '46

Grand Champion spike—Indiana '46

Major awards at both Wisconsin shows '46

Price each bulb Large \$5.00; Med. \$4.00; Small \$3.00—One large bulb and 10 bulblets for \$10.00.





*Spic & Span*



### WHITE CHALLENGER (Arnett)

White Challenger is a white with a very pale rose blush and a rose throat mark. The florets have a heavy substance and reach a size of over 5½". The placement is informal. Spikes are free of crooks and carry 22 buds of which 8 to 10 open at one time. The plants attain a height of 60". White Challenger blooms in mid-season from low growing foliage. It increases easily. It is a consistent performer.

White Challenger has a unique show record for it won the "green bud" class of 200 entries, by opening 10 florets during the show at Ann Arbor (M.G.S. Show); best seedling at Michigan Gladiolus Society Show, and the American Home Achievement Award at Detroit (S.E.M.G.S.) all '46.

Each bulb, any size \$5.00; 1 bulb & 5 bulblets \$8.00.

---

## 1946 INTRODUCTIONS

### CHANTILLY (Graff '46)

440

I.

P.

Chantilly is a fine medium pink, with a deeper pink blotch that is noteworthy for its many open florets. It blooms in mid-late season. While it is known to be a winner at the shows, its commercial possibilities are not definitely known, but consistent spike formation, good attachment, and fine keeping qualities were observed. It is a real glad for the show fan.

Each bulb, any size \$10.00; no bulblets for sale.

### COLOR MARVEL (Krueger '46)

310

I.

P.

Color Marvel may not profit by the free publicity concerning giant, and prize winning glads, but it will make a profit for florists, for its unexcelled color and fine spike formation, are excellent for floral work. It possesses the necessary habits and consistency of performance, to be grown for many years. This glorified Betty Nuthall blooms in early mid-season, grows to a height of 50", with spikes of 38" with 22" flowerheads that carry 19 buds, and 5 open florets of 4¼" size. If you have not seen Color Marvel floral pieces in combination with blues, or other yellows, you have not seen Color Marvel.

Each bulb Large \$5.00; Med. \$3.50; Small \$2.50; 10 bulblets \$5.00

### ORIENTAL PEARL (Carlson—Puermer '46)

506

I.

P.

THE giant cream. It is a fine commercial variety that blooms in about 95 days. Florets attain a 6 to 6½" size in field culture. Plants attain a height of 55". Oriental Pearl increases well. A truly great glad, and a winner at the shows.

Each bulb Large \$5.00; Med. \$4.00; Small \$3.00; 10 bulblets for \$5.00

### WAX MODEL (Krueger '46)

400

F.

P.

Wax Model possesses a total floral beauty and charm that makes it outstanding in any group of gladiolus old or new. Its free propagation, and consistency of performance make it a fine cut flower variety. It is a model of uniform spike formation. Wax Model grows tall plants, blooms in early season from spikes that never crook. It opens 5 to 6 florets of 5" size on a flowerhead of 22" which carry 17 buds. The white florets of Wax Model carry a hair line of rose lavender which serves to accentuate its emaculateness.

Each bulb Large \$5.00; Med. \$4.00; Small \$3.00; 10 bulblets \$5.00

---

## FORMER KRUEGER INTRODUCTIONS

### BADGER BEAUTY '41

366

I.

P.

One of the very few lavenders that does not fleck in changing temperatures. It is a clear lavender with a creamy white throat, and its spire type spike, from all sizes of bulb, coupled with its easy increase, and no crooks, make it a fine cut flower variety. It blooms in mid-season.

Each bulb, Large 22c; Med. 15c; Small 10c; 10 bulblets 20c

### BONNIE JEANNE '44

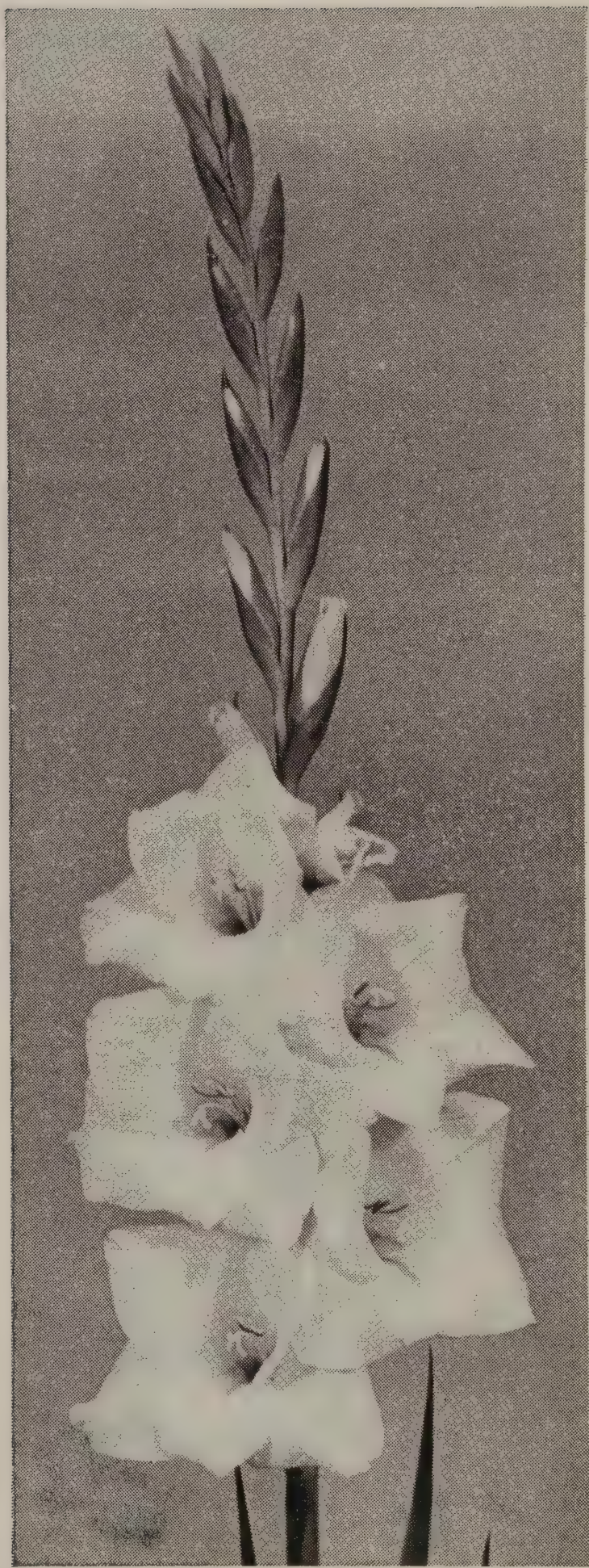
401

I.

R.

A glad that has been overlooked. It is one of the very best glads to use in plant breeding because of its health, easy propagation, absence of Picardy blood lines, and the fine seedling that it produces. Bonnie Jeanne is the most ruffled glad in existence. It does its best if not overfed and over watered. It is a white glad with a rose colored spear





*Wax Model*



It is a mid-season variety, that does not crook. It is one of the most beautiful gladiolus. It produces a modest spike.

Each bulb, Large 50c; Med. 35c; Small 25c; 10 bulblets 50c

**CRITERION '42**

440

F.

P.

A medium pink that gives fine performance in adverse conditions, and a winner at the shows when it receives better care. It does not crook, and it increases well. It blooms in mid-late season. It is a fine variety that makes salable spikes from all bulb sizes. It does not crook.

Each bulb Large 20c; Med. 15c; Small 10c; 10 bulblets 20c

**DREAM GIRL '45**

460

F.

P.

A lower than average propagation rate precludes high commercial rating for Dream Girl, which gives such highly desirable performance in every other respect. What a commercial for any one who has the bulbs! It is a rose pink with a deeper rose lavender throat blotch of small size, a beautiful color blend. It opens 8 perfectly placed florets on long spire spikes. It is a tall variety. It presents its beautiful bloom in mid-late season. Show fans should not omit this variety in their planting.

Each bulb Large \$4.00; Med. \$3.00; Small \$2.00; no bulblets for sale

**EXCLUSIVE '45**

507

F.

R.

The Solveig characteristic of opening its florets almost flat remains with Exclusive. It is a beautiful light cream, with two small rose feathers. The florets attain a size of  $5\frac{1}{4}$ ". Exclusive is a beautiful fanciers flower that blooms in mid-season. It is a rapid propagator, that misplaces some of its florets. A champion of record.

Each bulb, Large \$1.00; Med. 75c; Small 50c; 10 bulblets \$1.00

**EXEMPLAR '44**

332

F.

R.

This is another great glad to use in hybridization. It is a tall heavily ruffled glad that increases well. It is a fine glad for florists who produce their own bloom. It is a beautiful variety. It blooms from all sizes of bulb, and in late mid-season. New Era in salmon tones with cream centers characterizes Exemplar.

Each bulb, Large 50c; Med. 35c; Small 25c; 10 bulblets for 50c

**LLONA '43**

300

F.

R.

A fine florists white, for its great bloom bulk, achieved with many open florets. It is a beautiful variety, that blooms in mid-season. It blooms from bulblets, and all sizes of bulb. Llona is one of the easiest propagators in all gladiolusdom.

Each bulb, Large 25c; Med. 20c; Small 15c; ten bulblets 25c

**MISS WISCONSIN '43**

460

F.

P.

This stellar rose has been widely grown, and with such satisfactory results that nothing more need be said about it, for the demand created will exhaust stocks for years to come. It is in a class by itself in medium rose, and in performance. It blooms in mid-late season, and opens 6 to 8  $5''$  florets at one time. It is a winner.

Each bulb, Large 80c; Med. 60c; Small 40c; no bulblets for sale

---

## GENERAL LIST

Ten bulbs at 8 times the single price; 100 at 8 times the 10 price. Do not order sizes not listed. Order no less than 10c of an item.

### Prices On The Inside Back Cover

Additional note: The continuation of the first line following the name of the variety gives in order the following information: originator, year of introduction, size and color code number, type of floret arrangement (either formal or informal), and floret character (plain or ruffled).

Medium size florets are in the 300 series; large florets in the 400 series; giant florets in the 500 series. Smaller sized flowers are not listed herein.

Well known varieties are listed separately following this general list.

**ABIGAIL (Myers-Milo '46)**

466

F.

P.

A nice lavender of vigorous growth and of the shade of Minuet, with a throat mark-





*Color Marvel*



ing like that variety and with cream mid-ribs. It is a mid-early variety that opens 8 florets at one time. It increases satisfactorily. A fine variety.

**BENGASI (Cave '43)** 530 I. R.

A pale salmon pink with a lighter floret center and with some ruffling. It has won some important awards. It blooms in mid-late season.

**BLACK DIAMOND (Gelser '42)** 354 I. P.

Considering color sheen, this variety is the best of the black reds. It opens up to 6 florets at one time. Its bulblets are not the easiest to germinate.

**BLUE ICE (Butt '45)** 476 I. P.

Blue Ice is not considered sky blue, but a definite improvement in light (not pale) violet. Its creamy yellow throat crescent adds character to the floret. It is a tall variety that opens 7 florets of 5" size on a long spike. It appears to be healthy. It is an early variety.

**BLUE LAGOON (Snyder '46)** 478 F. P.

A dark violet of good color value. Plants are tall and they make good long spikes. It increases well. Blue Lagoon is an excellent addition to the dark violet section. It blooms in early season,, and opens 5 florets at one time.

**BRIDESMAID (Wheeler '45)** 530 I. P.

Bridesmaid is a giant salmon with a cream yellow center that performs exceptionally well in good and adverse growing conditions. The plants grow tall and produce big spikes with six large florets open at one time. It is a fine commercial variety. Do not omit this from your purchases.

**BRITTANY (Palmer '45)** 430 F. P.

A unique color of salmon with a scarlet undertone. The color appeals to nearly every person. Plants are of average height. It opens 6 to 8 florets at one time. It opens well in water.

**BURMA (Palmer '43)** 562 F. R.

A rose purple that builds giant spikes and many open large ruffled florets. Burma blooms in mid-season. It is a frequent winner of major awards at the shows. It is a fine variety with good commercial possibilities.

**CAPSICUM (LaSalle-Arenius '45)** 543 I. P.

A free growing glad that builds spire type spikes with 6 to 8 open florets of a salmon color, with large cream throat blotches, peppered salmon. It is a healthy variety that blooms in early mid-season.

**CHERRY JAM (Zimmer-Graff '43)** 543 I. P.

The blending of deep pink and a deeper pink blotch on a lighter throat ground color, with its large florets, pleases the admirers of the blotched varieties. It is big enough to win its share of ribbons.

**CHRISTINE (Cave-Graff '46)** 500 I. P.

The first bloom of this paper white glad, though there is a small creamy throat area of small size, presented in early season, made a fine showing. Later bloom from small stock did not alter the first good impression. It opens five florets at one time. A promising commercial variety.

**CONNECTICUT YANKEE (Schenetsky '44)** 441 F. P.

Stock of this fine variety will be scarce for years. Its fine performance and attractive color, light pink with a scarlet pink blotch, has produced the demand. It opens up to 8 florets at one time on long flower-heads. It is a real attention getter.

**COVER GIRL (La Salle '45)** 542 F. P.

The combination of many open florets of giant size, makes Cover Girl a "must have" variety for the fancier and the show patron. It is a tall variety that blooms in mid-late season.

**CRESCENDO (Grossnickle-Sheely '46)** 540 I. P.

The bluish pink color of Crescendo, that approaches rose color, with its 6 open giant florets, on average height plants, and excellent increasing qualities, make this variety a fine commercial prospect. It is a consistent performer, that blooms from all sizes of bulb. The fans will like it.





*Bonnie Jeanne*



|  |     |    |    |
|--|-----|----|----|
| <b>CRINKLE CREAM</b> (Ellis '40)   | 410 | I. | R. |
| A ruffled light yellow which blooms in mid-season. It is one of the best yellow varieties for either commercial flower production, or for show purposes. A fine variety.   |     |    |    |
| <b>CROWN ORCHID</b> (Almey-Polinsky '46)   | 466 | I. | P. |
| A deep lavender with a round deeper colored throat mark. It opens up to 8 florets at one time, and the bloom keeps very well. It looks to have cut-flower possibilities. It blooms in mid-season.  |     |    |    |
| <b>DIADEM</b> (Lines '47)  | 460 | F. | R. |
| Many fine reports on the performance of Diadem, coupled with the fact that it is of rose color, and said to be fragrant is reason enough for its appearance in this list. Diadem grows to a height of 46" to 50". It opens 6 florets of 5" size at one time on an 18 bud spike. The color is silvery rose, with a faint violet tone. The fragrance is apparent on cut spikes, more definite on the second day. |     |    |    |
| <b>DIEPPE</b> (Hassel '45)   | 452 | I. | R. |
| This glad possess the appeal of the older Pfitzer's Triumph. It opens up to 8 salmon scarlet florets of nearly 5½" size on long flower-heads. It blooms well from small bulb size. It increases very easily. It is a mid-season variety with great commercial possibilities. An excellent variety for the fancier as well.   |     |    |    |
| <b>DREAM CASTLE</b> (Lins '43)   | 440 | F. | P. |
| Dream Castle is a great commercial variety for those growers who utilize varieties of under 4¾" floret size. It opens 8 to 10 round florets on long spikes from average sized plants. The pink color with the creamy white throat makes a fine color for floral work. It is a consistent performer. It increases easily.   |     |    |    |
| <b>FABULOUS</b> (La Salle-Arenius '46)   | 443 | I. | P. |
| Pink with a deeper pink throat mark on a cream fore-ground. Fans who admire blotched varieties will no doubt be pleased with Fabulous.   |     |    |    |
| <b>FAY</b> (Jack '45)  | 432 | F. | P. |
| A very early salmon pink with a cream throat that grows to a field height of 50" with a 26 inch flower-head that carries 24 buds, 7 of which open at one time. It opens well in water. It appears to have commercial possibilities.  |     |    |    |
| <b>FIREBRAND</b> (Butt '44)  | 452 | F. | P. |
| Firebrand is appropriately named. The many open florets of this fine red do suggest a brand of fire. It is an easy germinator that grows tall plants, which make fine flower-heads. It blooms in mid-season. It is a fine variety.   |     |    |    |
| <b>FUCHSIA BELLE</b> (Almey-Polinsky '45)  | 470 | F. | P. |
| This red purple has the unique trait of presenting a sparkling red color in weak or artificial light. This trait makes it a fine variety for cut-flower producers. It opens up to 8 florets at one time. It increases very well.   |     |    |    |
| <b>GLEAM</b> (Fischer '46)   | 410 | I. | R. |
| The glad fancier will exclaim over this large light yellow with its corrugated and ruffled florets, and will appreciate its introduction.  |     |    |    |
| <b>GOLDEN STATE</b> (Wheeler '42)  | 512 | F. | P. |
| A medium yellow that opens up to 10 florets at one time in late season. Golden State is one of the best yellow introductions to date.  |     |    |    |
| <b>GRATITUDE</b> (Fischer '46)   | 424 | I. | P. |
| A fine performer in a salmon orange shade, with a small cream throat. Fine reports coupled with its excellent performance here makes me have faith in this variety as a commercial orange. It blooms in early mid-season. The plants are tall.   |     |    |    |
| <b>HAWKEYE RED</b> (Heaton '44)  | 450 | F. | P. |
| A sport of Vagabond Prince in red color, with the same red throat mark. Its habits are identical with that variety. It should prove to be a very satisfactory cut flower red.  |     |    |    |
| <b>HEAVENLY WHITE</b> (Moses '44)  | 400 | I. | P. |
| The blue undertone of Heavenly White makes it the whitest glad under two conditions, distant view, and in subdued light. This sport of Rosa Van Lima is a very fine variety. Its habit are identical with that of Van Lima. It looks good commercially.  |     |    |    |





*Dream Girl*



|                                 |     |    |    |
|---------------------------------|-----|----|----|
| HOOSIER LADY (Zimmer-Graff '43) | 366 | I. | R. |
|---------------------------------|-----|----|----|

The round ruffled florets of Hoosier Lady present their best appearance when several spikes are in a vase or basket. It is an attractive variety that blooms in early mid-season.

|                     |     |    |    |
|---------------------|-----|----|----|
| HUNTRESS (Jack '45) | 466 | F. | P. |
|---------------------|-----|----|----|

Two seasons of growth makes it certain that Huntress is an introduction of merit. Its large florets, early presentation of bloom, with its many open florets make it so. It is a fine commercial variety and will win its share of ribbons at the shows.

|                      |     |    |    |
|----------------------|-----|----|----|
| INTRUDER (Graff '44) | 550 | F. | P. |
|----------------------|-----|----|----|

The red with the many open florets, is the way to describe Intruder. It blooms in mid-season and opens up to 9 florets at one time. It has an impressive show record.

|                      |     |    |    |
|----------------------|-----|----|----|
| KESTREL (Palmer '45) | 520 | I. | P. |
|----------------------|-----|----|----|

Kestrel blooms in mid-season from very tall plants. The orange florets attain giant size. It is a very fast propagator that blooms well from all sizes of bulb. It should please the size fan.

|                      |     |    |    |
|----------------------|-----|----|----|
| LADY BOO (Graff '44) | 440 | I. | P. |
|----------------------|-----|----|----|

A clean pink of fine growing habits that make it a fine cut-flower variety. It blooms in early mid-season. Lady Boo is a consistent performer of more than average height.

|                        |     |    |    |
|------------------------|-----|----|----|
| LADY LUCK (Harris '44) | 430 | I. | P. |
|------------------------|-----|----|----|

A glad in anyones best20. A peaches and cream sport of Picardy of the color of Greta Garbo. It has all the fine attributes of Picardy, although the florets run somewhat smaller. It is a fast increaser, consistent performer, and fine keeper. Lady Luck is a great commercial.

|                      |     |    |    |
|----------------------|-----|----|----|
| LANTANA (Palmer '43) | 420 | F. | P. |
|----------------------|-----|----|----|

Blends of orange and yellow, large florets with many open at one time, describes this variety. It is generous of increase, and a fine commercial in spite of its shorter than average growth.

|                                       |     |    |    |
|---------------------------------------|-----|----|----|
| LAVENDER PRINCE (LaSalle-Arenius '44) | 466 | I. | P. |
|---------------------------------------|-----|----|----|

One of the best lavender introductions, in this case a deep lavender with an even deeper throat mark. It is a consistent performer and a fine cut-flower variety.

|                             |     |    |    |
|-----------------------------|-----|----|----|
| LEADING LADY (Johnston '41) | 506 | I. | P. |
|-----------------------------|-----|----|----|

This fine sport of Picardy needs no boom from any cataloguer. It has earned its high reputation on merit. It is a fine cream white cut-flower variety.

|                            |     |    |    |
|----------------------------|-----|----|----|
| MADELINE BROWN (Maier '45) | 532 | I. | P. |
|----------------------------|-----|----|----|

The fact that the color of Madeline Brown is a duplicate of that of Picardy, makes a handicap for this fine variety to present its qualifications. A trial will convince the skeptic that it is a great variety. Its consistently tall clean spikes with fine tip finish are superb. It is a mid-season variety of cut-flower quality.

|                           |     |    |    |
|---------------------------|-----|----|----|
| MARTHA DEANE (Guille '46) | 410 | I. | R. |
|---------------------------|-----|----|----|

A tall growing yellow of good floret size, that has a fine color sheen under electric light. The red throat spears are not conspicuous enough to proove offensive. It opens up to 8 florets at one time. It blooms in mid-season. A small percentage of spikes with misplaced florets were noted this year, a trait which other varieties showed during the past adverse growing conditions.

|                     |     |    |    |
|---------------------|-----|----|----|
| MEMOIR (Palmer '45) | 441 | I. | P. |
|---------------------|-----|----|----|

The color of the outer petals of Memoir will vary in different soils from very pale pink to a somewhat deeper pink. The florets carry their vivid blotch in a striking manner. Memoir blooms in late season. A fine glad for the fancier.

|                       |     |    |    |
|-----------------------|-----|----|----|
| MINSTREL (Palmer '44) | 566 | I. | R. |
|-----------------------|-----|----|----|

The giant in the lavender color group. It blooms in mid-late season. The florets are huge and a goodly number are open at one time. In as much as many florists use giant glads it will find commercial acceptance by growers.

|                          |     |    |    |
|--------------------------|-----|----|----|
| MISS VERMONT (Hatch '45) | 540 | I. | R. |
|--------------------------|-----|----|----|

A beautiful blend of pale rose and lavender that has a very lacy effect. The plants grow to better than average height and bloom in early mid-season. It will open up to 8





*Badger Beauty*



florets at one time. Miss Vermont has a really distinctive color. It is an excellent variety for floral work, and a great glad.

**MT. INDEX** (Miller '42) 501 I. P.

A giant white with a yellow (not cream) throat mark, an excellent color. The plants grow very tall, and it increases well. It will not be over-looked very long.

**MYSTERY** (Stinson '44) 541 I. P.

A light pink with a small deeper pink throat mark on a cream ground. It is a tall glad that grows well. It has a fine Canadian reputation.

**NOWADAYS** (Graff '45) 430 I. P.

A shade between rose and deep salmon with a warm throat center. The color is an unusual one. Its excellent performance makes it a real commercial prospect. It is a fine variety.

**OGARITA** (Willson-Gove '42) 532 I. P.

This is the giant of gladiolusdom. Tall plants, long flower-heads, giant florets. It should be a commercial success. It blooms in late season.

**ORANGE GOLD** (Marshall '45) 420 I. P.

Orange Gold grown only from small bulbs, produced giant plants, and spikes that remind one of White Gold, though different in size and color. A few crooked spikes presented themselves. It has a very fine orange color.

**OREGON GOLD** (Majeski '41) 410 I. P.

A light consistent light yellow or cream that opens 6 to 8 florets at one time. A fine standard variety.

**PARMA** (Almey-Polinsky) 406 F. R.

A fine commercial prospect in cream to creamy white tones with its two lively rose red throat pencils. It opens up to 8 florets at one time. It blooms in early season. Its habits are excellent.

**PINK CHARM** (LaSalle-Arenius) 542 I. P.

Pink Charm presents its best color in cool weather. The color is somewhat like Picardy, with a warmer toned throat and a more intense pink in the outer petal regions. It blooms in mid-season.

**PINK PICARDY** (Earl '45) 530 I. P.

A sport of Picardy in a deeper salmon color. Its habits are identical with those of that variety. A fine commercial.

**PIONEER** (LaSalle-Arenius) 532 I. P.

A very fine salmon with yellow floret centers that opens many florets of fine holding power. Pioneer is rugged and gives promise of a fine reception by both the fans and the trade.

**PRAIRE BEAUTY** (Heaton '45) 530 I. P.

A salmon scarlet with a creamy white throat that opens 6 to 8 florets at one time on tall spikes. It looks to be a good commercial prospect. It blooms in late season.

**RED CHARM** (Butt '39) 452 I. P.

The consistent performance of this crimson red, and its health, make it a very satisfactory red for fans or flower producers. It is a fine mid-season variety that increases very rapidly.

**RED RASCAL** (Graff '45) 550 F. R.

The ruffled florets, together with the beauty of form of the spike of Red Rascal make it a variety that one is pleased to have in his planting. It blooms in mid-season.

**REVLON** (Milo '44) 452 I. P.

A consistent red that shows promise of cut-flower possibilities. The red is of medium shade with no conspicuous throat marks. It blooms in mid-season.

**SILVER WINGS** (Ritsema-Graff '45) 500 I. P.

This ruffled creamy white sport of Picardy is a very choice variety for fanciers, show fans, and the flower trade. A prize winner, and a sterling variety.





*Exemplar*



*Llona*



**SPOTLIGHT (Palmer '44)****413****I.****P.**

A fine shade of yellow, with a small scarlet throat mark. This tall grower, and easy propagator is in great demand.

**SUMMER GAL (Zimmer-Graff '44)****542****F.****P.**

Summer Gal produces sensational spikes of a shimmering pink color of medium intensity. It opens 6 to 8 florets at one time. It blooms in mid-season. It looks very good.

**SUNLIGHT (Spiller '46)****416****I.****P.**

Sunlight is well named. The orange colored florets are deeper in tone at the petal edges, with a gradual decrease in color intensity to the throat. It has a fine eastern reputation.

**SUSANNAH (Lake '43)****440****I.****R.**

Susannah presents a beautiful light pink color with white floret centers, and extremely ruffled florets. It is an exquisite variety for the fancier.

**TARAWA (Palmer '46)****436****F.****P.**

The lively scarlet color of Tarawa, with cream spears on each floret, looks like a real addition to the scarlet color class.

**VAN GOLD (Van Voorhis '40)****412****I.****P.**

The deep tone of yellow of this early glad, and its rapid propagation make it a variety in great demand. It is an excellent variety for floral work. Van Gold is a very fine variety.

**WHITE GOLD (Sheer '41)****506****I.****P.**

Little need be said about this tall early cream with the giant florets. It is a very fine cut-flower for the early trade.

**YANKEE LASS (Schenetsky '46)****440****F.****P.**

A tall early light pink with small pale red throat marks. It is a very vigorous variety. It opens 6 to 8 florets at one time. It is a fine variety.



*White Challenger*



SPECIAL LIST

| Price per 100:         | 25 at the 100 rate |      |      |          |    |     |
|------------------------|--------------------|------|------|----------|----|-----|
|                        | BULBS EACH         |      |      | BULBLETS |    |     |
|                        | L                  | M    | S    | 1        | 10 | 100 |
| Corona .....           | 6.00               | 4.50 | 3.00 |          |    |     |
| Diane .....            | 6.00               | 4.50 | 3.00 |          |    |     |
| Eliz. the Queen .....  |                    | 8.00 | .... |          |    |     |
| Ethel C. Cole .....    | 6.00               | 4.50 | 3.00 |          |    |     |
| Francis M. Irwin ..... | 6.00               | 4.00 | 2.50 |          |    |     |
| King Bee .....         | 6.00               | 4.50 | 3.00 |          |    |     |
| Lady Jane .....        | 6.00               | 4.50 | 3.00 |          |    |     |
| Oregon Gold .....      | 8.00               | 5.00 | .... |          |    |     |
| Purple Supreme .....   |                    | 8.00 | 6.00 |          |    |     |
| Pink Paragon .....     | ....               | .... | 5.00 |          |    |     |
| Stoplight .....        | 10.00              | 7.00 | 4.00 |          |    |     |
| Variation .....        | ....               | 4.50 | 3.00 |          |    |     |

RETAIL PRICE LIST

| Ten bulbs at 8 times the single price: |         |        | 100 bulbs at 8 times the 10 price |        |        |         |
|--|---------|--------|-----------------------------------|--------|--------|---------|
| Abigail .....                          | \$ .... | \$4.00 | \$3.00                            | \$ .50 | \$5.00 | \$40.00 |
| Badger Beauty .....                    | .20     | .15    | .10                               | ....   | .20    | 1.60    |
| Bengasi .....                          | 5.00    | 4.00   | 3.00                              | .60    | 5.00   | 40.00   |
| Black Diamond .....                    | ....    | ....   | .25                               | ....   | .50    | 4.00    |
| Blue Ice .....                         | 20.00   | 12.50  | 7.50                              | 1.50   | 12.00  | 96.00   |
| Blue Lagoon .....                      | 6.00    | 4.00   | 3.00                              | .60    | 5.00   | 40.00   |
| Bonnie Jeane .....                     | .50     | .35    | .25                               | ....   | .50    | 4.00    |
| Bridesmaid .....                       | .75     | .55    | .35                               | .10    | .75    | 6.00    |
| Brittany .....                         | 2.50    | 1.50   | 1.00                              | .35    | 2.50   | 20.00   |
| Burma .....                            | .50     | .35    | .25                               | ....   | .50    | 4.00    |
| Capsicum .....                         | ....    | ....   | .50                               | .12    | 1.00   | 8.00    |
| Chantilly .....                        | 10.00   | 10.00  | 10.00                             | ....   | ....   | ....    |
| Cherry Jam .....                       | .75     | .50    | .35                               | .10    | .75    | 6.00    |
| Christine .....                        | 5.00    | 4.00   | ....                              | ....   | ....   | ....    |
| Color Marvel .....                     | 5.00    | 3.50   | 2.50                              | .50    | 5.00   | 40.00   |
| Connecticut Yankee .....               | 4.00    | 3.00   | 2.00                              | ....   | ....   | ....    |
| Cover Girl .....                       | ....    | .50    | .35                               | .10    | .75    | 6.00    |
| Crescendo .....                        | 1.00    | .75    | .50                               | .15    | 1.00   | 8.00    |
| Crinkle Cream .....                    | .50     | .35    | .25                               | .10    | .50    | 4.00    |
| Criterion .....                        | .20     | .15    | .10                               | ....   | .20    | 1.60    |
| Crown Orchid .....                     | 5.00    | 3.75   | 2.50                              | .50    | 4.00   | 32.00   |
| Diadem .....                           | 10.00   | 10.00  | ....                              | 1.00   | ....   | ....    |
| Dieppe .....                           | 1.00    | .75    | .50                               | ....   | ....   | ....    |
| Dream Castle .....                     | .60     | .40    | .25                               | .10    | .60    | 4.80    |
| Dream Girl .....                       | 4.00    | 3.00   | 2.00                              | ....   | ....   | ....    |
| Exclusive .....                        | 1.00    | .75    | .50                               | .12    | 1.00   | 8.00    |
| Exemplar .....                         | .50     | .35    | .25                               | ....   | .50    | 4.00    |
| Fabulous .....                         | ....    | 3.00   | 2.00                              | .50    | 4.00   | 32.00   |
| Fay .....                              | ....    | ....   | .30                               | .10    | .60    | 4.80    |
| Firebrand .....                        | ....    | .60    | .40                               | .15    | 1.00   | 8.00    |
| Fuchsia Belle .....                    | ....    | 1.50   | 1.00                              | .25    | 2.00   | 16.00   |
| Gleam .....                            | 1.50    | ....   | ....                              | .12    | 1.00   | 8.00    |



## WALTER C. KRUEGER

## Oconomowoc, Wisconsin

M. O. \$.....

TOTAL \$.....







|                       | BULBS EACH |      |      | BULBLETS |      |       |
|-----------------------|------------|------|------|----------|------|-------|
|                       | L          | M    | S    | 1        | 10   | 100   |
| Golden State .....    | .75        | .55  | .35  | .10      | .75  | 6.00  |
| Gratitude .....       | 1.50       | 1.25 | 1.00 | .12      | 1.00 | 8.00  |
| Hawkeye Red .....     | .75        | .50  | .25  | ....     | .50  | 4.00  |
| Heavenly White .....  | .75        | .50  | .25  | .10      | .75  | 6.00  |
| Hoosier Lady .....    | .75        | .50  | .35  | .10      | .75  | 7.00  |
| Huntress .....        | 1.75       | 1.75 | 1.50 | .25      | 2.00 | 16.00 |
| Intruder .....        | 3.00       | 2.00 | 1.00 | .40      | 3.00 | 24.00 |
| Kestrel .....         | 1.50       | 1.00 | .60  | .20      | 1.50 | 12.00 |
| Lady Boo .....        | 2.00       | 1.00 | .50  | .25      | 2.00 | 16.00 |
| Lady Luck .....       | 1.00       | .75  | .40  | .15      | 1.00 | 8.00  |
| Lantana .....         | .25        | .15  | .10  | ....     | .25  | 2.00  |
| Lavender Prince ..... | .75        | .50  | .35  | .10      | .75  | 6.00  |
| Leading Lady .....    | .40        | .25  | .15  | .05      | .40  | 3.20  |
| Llona .....           | .25        | .20  | .15  | ....     | .25  | 2.00  |
| Madeline Brown .....  | .75        | .50  | .25  | .05      | .40  | 3.20  |
| Martha Deane .....    | 5.00       | 4.00 | 3.00 | .65      | 5.00 | 40.00 |
| Memoir .....          | 2.50       | 1.50 | 1.00 | .35      | 2.50 | 20.00 |
| Minstrel .....        | 2.50       | 1.50 | 1.00 | .35      | 2.50 | 20.00 |
| Miss Vermont .....    | 1.50       | 1.00 | .50  | .20      | 1.50 | 12.00 |
| Miss Wisconsin .....  | .80        | .60  | .40  | ....     | .... | ....  |
| Mt. Index .....       | ....       | .20  | .15  | ....     | .25  | 2.00  |
| Nowadays .....        | 2.00       | 1.00 | .50  | .25      | 2.00 | 16.00 |
| Mystery .....         | 1.00       | .60  | .40  | .12      | 1.00 | 8.00  |
| Ogarita .....         | .15        | .10  | .05  | ....     | .15  | 1.20  |
| Orange Gold .....     | 1.50       | 1.00 | .... | .20      | 1.50 | 12.00 |
| Oregon Gold .....     | .15        | .10  | .... | ....     | .15  | 1.20  |
| Oriental Pearl .....  | 5.00       | 4.00 | 3.00 | .65      | 5.00 | 40.00 |
| Parma .....           | .50        | .35  | .25  | ....     | .50  | 4.00  |
| Pink Charm .....      | 4.00       | 3.00 | 2.00 | .50      | 4.00 | 32.00 |
| Pink Picardy .....    | .25        | .15  | .10  | ....     | .25  | 2.00  |
| Pioneer .....         | 1.00       | .75  | .50  | .10      | 1.00 | 8.00  |
| Praire Beauty .....   | .75        | .50  | .25  | ....     | .50  | 4.00  |
| Red Charm .....       | .15        | .10  | .05  | ....     | .15  | 1.20  |
| Red Rascal .....      | 5.00       | 4.00 | 3.00 | .60      | 5.00 | 40.00 |
| Revlon .....          | ....       | .75  | .... | ....     | .... | ....  |
| Silver Wings .....    | 3.00       | 2.00 | 1.50 | .40      | 3.00 | 24.00 |
| Spotlight .....       | 1.50       | 1.00 | .60  | ....     | .... | ....  |
| Summer Gal .....      | 5.00       | 4.00 | 3.00 | ....     | .... | ....  |
| Sunlight .....        | 3.50       | 3.00 | 2.50 | .70      | 5.00 | 40.00 |
| Susannah .....        | ....       | .50  | .35  | .10      | .75  | 6.00  |
| Tarawa .....          | ....       | 2.50 | .... | ....     | .... | ....  |
| Van Gold .....        | .75        | .50  | .35  | .10      | .75  | 6.00  |
| White Gold .....      | .20        | .15  | .10  | ....     | .20  | 1.60  |
| Wax Model .....       | 5.00       | 4.00 | 3.00 | ....     | 5.00 | ....  |
| Yankee Lass .....     | 7.50       | 5.00 | 3.00 | .75      | 6.00 | 48.00 |





*Exclusive*